

Advancing a political ecology of global environmental discourse

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Abstract. The role of ecology within political ecology remains an on-going discussion. A range of methodological approaches characterize political research, including political-economic analyses, historical analyses, ethnography and discourse analysis. In the field of general scientific knowledge, speech is traditionally considered as one of the global problems. To this day, since antiquity, language, speech and the word remain comprehensively studied problems. The direction that intensively analyzes the problems of speech communication is pragmalinguistics. The main task of pragmalinguistics is to study language in its pragmatic function as a means of influence. The most important tool for influencing consciousness is the language. Properly submitted information has a great influence on a person, the way of thinking and actions. The article deals with speech impact of the 44th USA President, Barack Obama. Speech impact is reduced to "pre-planned transformations in the "field of meanings", where the result is a changed perception of the audience. It refers to people's personality and behaviour in order to form and regulate their behavior. The purpose of speech influence is to regulate social, interpersonal relationships and mental states of the interlocutors. This speech effect occurs automatically and intuitively. This action in pragmalinguistics is called a speech strategy of hidden influence. The strategy implies a certain kind of speech behaviour that actualizes the intention of a particular author in a specific speech situation. Using certain language resources in the process of communication, a person can control the actions of other people.

1 Introduction

One of the most interesting and most discussed problems in the course of human history is the mystery of a person and his/her personality. The difficulty is that there are many differences between all people. These differences are not only in appearance, but also in behaviour, habits, and actions. In this article, we are talking about the human speech effect, and some of its features. The concept of speech influence has a relatively short history. The concept was introduced in the early 1970s by a group of psycholinguists at the Institute of

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Linguistics of the USSR Academy of Sciences and was first identified in the collection "Speech Impact: Problems of Applied Psycholinguistics". Since that time, the problem of speech influence continues to be relevant, primarily for such disciplines as psycholinguistics, pragmatolinguistics, stylistics, linguistics, theory of speech communication. Despite the accumulated theoretical and practical data on speech impact, the ontological status of this phenomenon cannot be recognized as clearly defined, there is no universal methodology for its analysis. At the same time, it is obvious that modern paradigms of linguistics allow us to look at this problem from different sides and integrate various data into a holistic picture. A modern person lives in conditions of constant speech influence exerted on him by other people, and he himself is constantly the subject of speech influence. There is no consensus among researchers on the issue of speech influence, since representatives of different scientific fields use different criteria regarding the interpretation of this phenomenon.

In linguistics, since the emergence of the theory of speech acts, speech influence has been attributed to the concept of perlocution, introduced by J. Austin and J. Searle. It was understood as a speech-acting effect exerted on the thoughts, feelings and actions of the interlocutor [1]. In the theory of speech communication, it is customary to understand speech influence as a unidirectional action, the content of which is a social influence on the interlocutor in the process of communication [2]. In this regard, it should be emphasized that in the conditions of dialogic communication, the mutual influence of communication participants on each other occurs. The concept of "speech influence" in modern science is considered in two senses: broad and narrow. In the first case, this is communication from the position of one of the communicants. In the second – a direct performance in front of the audience. Studying the speech effect, we analyze the ways and techniques of strengthening the communicative position of the speaker in the process of communication, techniques of weakening the communicative position of the interlocutor. Speech influence in this regard can be defined as "the influence of a person on another person or group of people with the help of speech and non-verbal means accompanying speech to achieve the goal set by the speaker" [3].

Researchers define the science of speech impact as the science of choosing a suitable, adequate way of speech influence on a person in a specific communicative situation, the ability to correctly combine various ways of speech influence depending on the interlocutor and the verbal situation to achieve the greatest effect. The modern approach to communication considers speech influence as one of the mandatory attributes of speech communication. The model of speech communication has two levels: sociological and communicative. The content of the sociological level of communication is the social interaction of interlocutors, that is, their influence on behavior, way of thinking and feelings, on each other. The content of the communicative level is the transmission of a message, the exchange of information between interlocutors. According to this theory, speech influence can be understood as a kind of speech form of social influence, in other words, as a unidirectional influence of the speaker on the interlocutor in the process of communication [4]. Effective speech influence helps to achieve the goal and maintain a communicative balance, that is, to maintain or improve relations with the interlocutor. The central work highlighting the category of speech influence is R. Blakar's article "Language as an instrument of social power" [5]. It is advisable to characterize the proposed concept. The main thesis when discussing the category of speech influence is as follows: "It is impossible to express oneself neutrally. Even seemingly synonymous expressions can affect the recipient in completely different ways" [6]. The recipient's understanding is influenced by the choice of expressions carried out by the sender of the message: even if the sender tries to express himself objectively, the choice of expressions carried out by him structures the representation received by the recipient. By speech influence we will

understand the act of communication from the point of view of its purposeful influence on the interlocutor through strategic and tactical techniques in order to model his picture of the world and encourage certain actions [7].

Let us highlight four main factors that make language an instrument of social power: first, it is a choice when encoding and decoding. Every time we want to express something, we have to choose between several alternative possible ways. When the recipient hears or reads, he is forced to choose one of several possible values during the decoding process. The context helps in this: the situation itself, what happened before, as well as what was said later [8]. Secondly, the complexity of a separate verbal unit also determines the speech effect. In addition to the fact that the sender must choose among a variety of possible means of expression, language itself is a complex tool. When processing a word, at least three different components appear. One component is the referential, then the associative and emotive components. Under normal conditions, all three components take place, while simultaneously having a mutual influence on each other, thereby creating a single image that arises in the recipient. It is important to note that the main tools of speech influence include six components: the choice of words and expressions; the creation of new words and expressions; the choice of grammatical form; the choice of sequence; the use of super-segmental features; the choice of implicit prerequisites.

Political activity has always played a significant role in the life of society [9]. The country's place in the international arena, its relations with other states, and its role in the activities of the world community depend on a certain political situation. However, an important role in determining the image of a country is played by the way it is presented by the political leaders of this state. A politician's speech is a well-planned action that requires long and careful preparation. Turning to the citizens of their country, politicians are trying to enlist the support of the audience, find favour from the listeners, convince them of the need to support the right position. The speech influence is an interesting material for linguistic research. A politician should have an influential impact, because the success of his speech depends on the strategies, tactics and speech techniques used [10]. Thus, the purpose of any policy is to deliberately influence potential listeners through linguistic means. The relevance of this study is determined by the modern interest of representatives of linguistic science in the problems of linguistic influence in the field of political communication. In addition, the increased interest in the study of speech effects is associated with the possible awareness of the presence of the manipulation factor and, as a consequence, the natural need to develop ways to protect against this influence.

The purpose of this work is to study and analyze the speech impact of the 44th President of the USA, Barack Obama, in his political speeches and on the basis to highlight some fragments of his speech behaviour.

2 Literature review

The research material is Barack Obama's election speeches for 2008 and 2012, as well as his inaugural speech. During the work, five public speeches of Barack Obama were analyzed. Ecological discourse – the speech of a community of people interested in ecology and describing the world through their system of understanding and interpretation. In our study, we stopped at him because he is an extraordinary person. Barack Hussein Obama II was born on August 4, 1961, in Honolulu, USA. On January 20, 2009, he became the 44th President of the United States of America. Prior to his election, he was a U.S. senator from Illinois. He is the first African-American to be nominated for president of the United States from one of the two largest parties. On October 9, 2009, he received the Nobel Peace Prize with the wording "for extraordinary efforts in strengthening international diplomacy and cooperation between people." Obama became the third US president to receive the Nobel

Peace Prize. January 20, 2009 was the culmination of a politician's career. The ceremony gathered a record number of spectators - over a million people (Barack Obama Biography). The oath was taken on the Bible on which Abraham Lincoln swore. The inauguration day itself was called the "National Day of Renewal and Harmony". So, from the above facts, we can conclude. Before us, undoubtedly, is an intelligent, well-educated, energetic, purposeful and ambitious person who, addressing the nation of the USA, had to show speech charisma as much as possible, to catch the emotions of speech of a diverse audience. A characteristic feature of any political speech is the struggle for power. In order to obtain and retain it, politicians and presidential candidates use a wide variety of language techniques and means. In a sense, there is only one tool for speech influence – it is the use of a significant variation of language structures. The differences between them, sometimes very subtle, and sometimes very significant, are ignored by the addressee of the message within the framework of a "communicative compromise", and as a result, one of several possible interpretations of the surrounding reality is imposed on him. Ideally, from the point of view of the goals of speech influence, it is beneficial to the speaker.

For linguistic influence in the political sphere, all the resources of the language are used - a variety of phonographic, lexical means, morphological categories, syntactic constructions, text categories, with the help of which social ideas are created and introduced into the mass consciousness, asserting the interests of manipulators [11].

3 Methods

Let us consider one of the important concepts of hidden pragmalinguistics - the concept of a speech strategy of hidden influence, its structure, speech signals. The concepts of communicative strategy and tactics are actively used today in the research of various types of discourse. Depending on the research material, these concepts are interpreted in different ways, while two main approaches are distinguished - cognitive (cognitive or inference strategies) and interactive (speech strategies), which do not exclude each other [12]. In most cases, the communicative strategy is associated with the motives, intention, some goal of the speaker and the choice of the most appropriate ways to achieve it. This task is achieved with the help of communicative (speech) tactics, defined as one or more actions that contribute to the implementation of the strategy [13]. Situations of real communication are characterized by the fact that a communicative goal is achieved in the process of implementing several communicative steps, which correspond to the concept of tactics. The concept of the speech strategy of the hidden influence of the sender of the text on its recipient (hereinafter - the speech strategy) occupies a key place in the theory of hidden pragmalinguistics. Since, it is a unit of research and has a meaningful and formal side. The subject of pragmalinguistics is considered to be the choice by a specific sender of a text from a set of equivalent linguistic units of the optimal option for the best impact on a specific recipient of the text in certain communication conditions. The components of the speech act, along with the sender and recipient of the text, include: message, code, contact, etc. These components are always present in the speech act and perform certain functions. The so - called small predicative modal unit (PMU) corresponds to the speech act in the text. In each PMU there is a certain set of speech signals corresponding to speech plans-variants of speech strategies of the hidden (implicit) influence. In speech plans, at the same time, additional nuances of meaning are superimposed on the original grammatical and lexical meanings of the selected linguistic units [14, 15]. Nuances of meaning have an influencing force that extends to those who perceive a speech utterance. The impact of nuances of meaning does not occur with their one-time appearance in a speech act, but as a result of the accumulation of speech signals of speech plans-variants in the minds of

participants. Emotive-oriented speech strategies are directed at the sender of the text as part of the speech act [16].

For the analysis, we considered an emotive-directed strategy of "certain/uncertain behavior". Speech strategy of certain/uncertain speech behavior of the sender consists of a speech plan of a categorical statement and a speech plan of a non-categorical statement [17]. The main speech signal for the categorical statement plan is the time category. As speech signals of the categorical statement plan, we consider: the verb form in the present tense; the verb form in the future tense; present infinitive, decisive negation; adjectives and adverbs in the superlative degree; imperative mood; modal verbs and modal particles expressing confidence; impersonal sentences with the modal meaning, personal and possessive pronouns. The speech signals of the non-categorical statement plan are: verb form in the past tense; interrogative sentences and means introducing the meaning of uncertainty into the sentence; subjunctive mood; subordinate clauses of the condition; modal verbs and their equivalents expressing possibility; verbs of appearance; use of references, quotations [18, 19]. We also consider the signals are: Present Participle, Past Participle; introductory words expressing "a lesser degree of confidence"; components of statements indicating uncertainty, inaccuracy and indicating doubt, uncertainty of the author; verbs of the intermittent-extenuating mode of action; pronouns in the 3rd person [20].

We also examined the syntactic features of Barack Obama's speeches. The speech of the president is organized by massive syntactic constructions. The results of the research have shown that the author uses citation, direct address, wishes, repetitions, rhetorical questions, inversions.

4 Findings and discussion

The author's speech was analyzed from the lexical and syntactic side. The lexical analysis is based on the speech strategy of "certain /uncertain behaviour". This strategy can be represented by two speech plans - a plan of categorical statement and a non-categorical statement. The predominance of markers of a particular plan, as a rule, is associated with the strong-willed qualities of a person. The frequent use of speech signals of the categorical statement plan indicates the author's confidence in what he is reporting.

Let's look at some examples with lexical markers (speech confidence plan):

1. «*A world of new threats and new challenges, you can choose leadership that has been tested and proven. Four years ago, **I promised** to end the war in Iraq. **We did. I promised to refocus on the terrorists who actually attacked us on 9/11.***» (22).

2. «***We remain** more than a collection of red states and blue states. We are and forever will be the United States of America*» (22).

These examples show the tactics of self-presentation. This tactic is based on the president's desire to present himself in a favorable light, to describe personal qualities, talents. The tactics of self-presentation are verbalized by lexemes "I"; "We".

3. «*That's what we **believe**. That's why you **elected** me in 2008, and that is why **I'm running for a second term as President of the United States***» (23).

4. «*Some of the history of **самом** world **одновременно** and civilization was written **смпамежия** by others, the rest **will be written** by us*» (23).

The form of the future tense in the passive "will be written" - signals the categoricity of the statement, since this verb form implies that a person has always been, and will be, the creator of his fate and history. As for the example with tense form, here are markers, both present and past tense. In this case, argumentative and manipulative tactics are used.

Taking into account the analyzed lexical markers of the verbal strategy in a speech event, we conducted a quantitative analysis of the presented lexical markers of linguistic influence. The results of the analysis are presented in fig. 1.

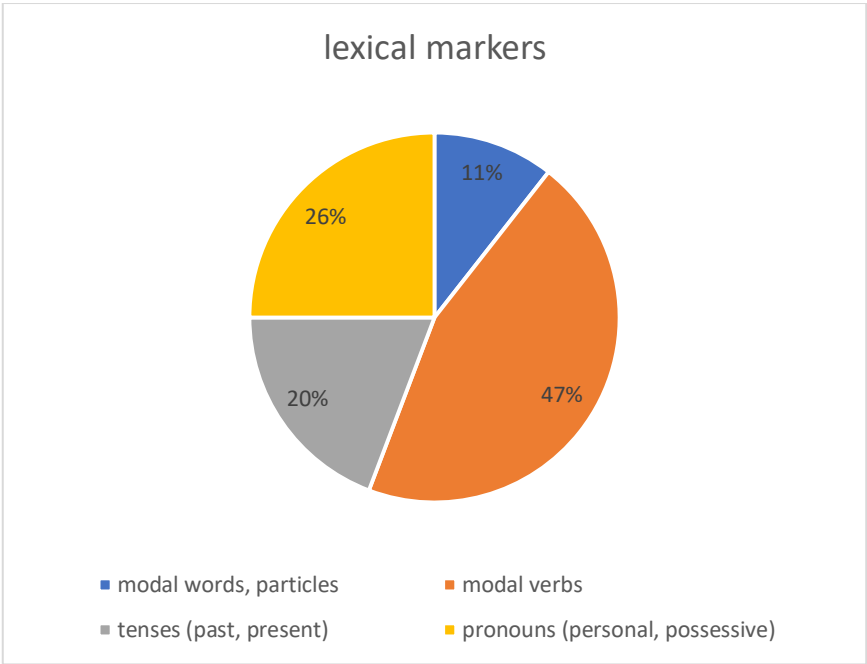


Fig. 1. Lexical markers of speech influence.

According to the results of the study, we found that the author most often uses markers such as modal verbs in his speech (47%). From this, we can conclude that these lexical units give the greatest emotional color and confidence. Based on the analysis, we also found that the author uses in his speech such lexical marker as personal and possessive pronouns (26%), which acts as a means of maintaining verbal contact between the author and listeners. The past tenses (20%) focus on past events, it allows to hope for a successful overcoming of difficulties in the present and future.

Syntactic markers of speech influence.

The syntactic features of the author's speeches consist in the complex syntactic organization of sentences. The President's speech is organized by different syntactic constructions, such as: inverted word order, rhetorical question, repetitions, wishes, direct address, citations and references of the author.

Syntactic markers:

5.«*More than citizens of any other country, we are rugged individualists, a self-reliant people with a healthy skepticism of too much government*» (22).

The inversion, in this example, highlights the determination of Barack Obama. We refer this marker to a confident statement.

6.«*Up to 50 million Americans have to lose their health insurance in order for us to reduce the deficit. And who are those 50 million Americans?* » (22).

A rhetorical question performs the function of increasing the expressiveness of speech, emotional formulation of the problem, which contributes to the concentration of the listener's attention.

7.«*We believe and make it sure that everyone should have the opportunity to have a job, that's something we believe in; we believe that no one should get bankrupt when they get*

sick and that everyone should have access to healthcare, **that's something we believe... We believe in foreign policy that... That's what we believe»** (23).

Repetitions enhance the expressiveness of speech, give speeches emotionality and impressionability. The strengthening of the pragmatic impact in the speeches of Barack Obama is achieved by attracting the attention of listeners to the necessary information by repeating the same phrase, careful selection of vocabulary and linguistic stylistic techniques 8.**God bless you and God bless the United States of America** (22).

This syntactic marker (wish) is characterized by categoricity. Wishes fix existence through the prism of subjective confidence on the part of the speaker (24).

9.«**My fellow citizens!** I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors» (22).

10.«**America!** In the face of our common dangers, in this winter of our hardship, let us remember these timeless words» (25).

Direct address focus on the recipient's truthfulness of speech. In his inaugural speech, Barack Obama unites different groups in the concept of "my fellow citizens", "nation", "America!", which in their meaning are closely related to the idea of statehood.

11.«And then they say: **"Politicians say nonsense"**» (22).

12.«At a moment when the outcome of our revolution was most in doubt, the father of our nation ordered these words be read to the people: **"Let it be told to the future world...that in the depth of winter, when nothing but hope and virtue could survive...that the city and the country, alarmed at one common danger, came forth to meet [it]."** - Thomas Paine» (26).

The use of citations and references as syntactic markers indicates that the author is subconsciously not sure what he is saying, that is why we classify this marker as an uncertain statement.

Taking into account the above syntactic markers in the speech behavior strategy, we conducted a quantitative analysis of the language impact units. The results of the analysis are presented in fig. 2.

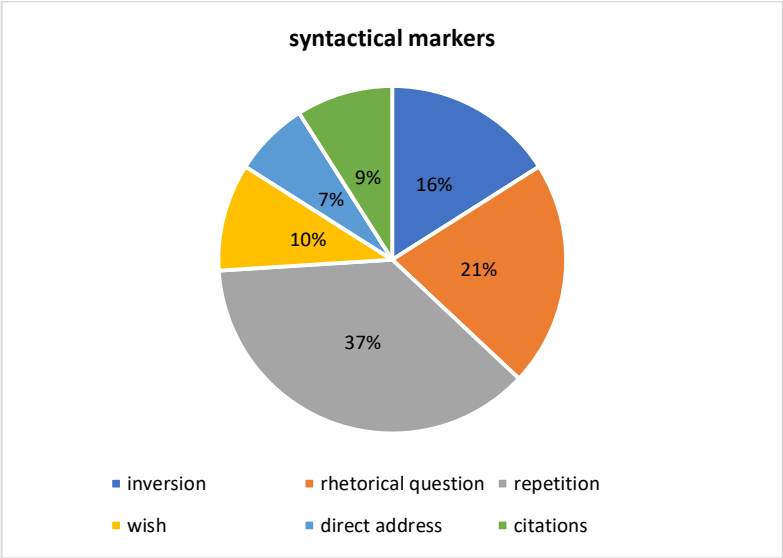


Fig. 2. Syntactical markers of speech influence.

Thus, we found that Barack Obama uses repetitions most often in his speeches (37%), which means that the author is trying to make an emotional emphasis on certain topics that, in his opinion, are the most important for understanding. This speech signal is an actualizer of confident speech behaviour. Such verbal behaviour is necessary for the speaker, and even more so for the future president. It is worth noting that the frequency of using rhetorical questions (21%) and inversion constructions (16%) is also quite high. These speech techniques make speeches more colorful, as well as the artistic expressiveness of his speeches. In addition, it is necessary to note such a syntactic marker as "direct address" (7%). Its use is not so great in the speeches of a politician, but this technique helps to attract the attention of the audience, as well as keep it in focus throughout the speech. The results of the study, where both lexical and syntactic indicators are reflected, are shown in Table 1. These indicators show how the author uses the means of speech influence on the audience.

Table 1. The results of the diagnosis in Barack Obama's speech behaviour.

Performance	Markers of certainty	Markers of uncertainty	
«Remarks at a Town Hall in Springfield Missouri», July 30, 2008»	67.2%	32.8%	
«Remarks in Detroit, Michigan», September 28, 2008»	78%	22%	
«Remarks at a Campaign Rally in Madison», Wisconsin, November, 2012»	78.6%	21.4%	
«Remarks on Helping Responsible Homeowners», Reno, Nevada, May 11, 2012»	68%	32%	
«President Barack Obama's first inauguration speech, Washington D.C., January 20, 2009»	81.8%	18.2%	
TOTAL	74.7%	25.3%	

Analysis of fragments of Barack Obama's speech behaviour. In this section, we will try to diagnose the features in the speech impact of the 44th US President Barack Obama. Our research is based on an objective pragmalinguistic experiment. The experiment is called objective because no subjective and artificial restrictions are introduced into the work. First, a list of markers of speech exposure was prepared to do this, we used the work of previous researchers on hidden pragmalinguistics [21], as well as grammatical literature to identify new actualizers of hidden strategies of speech influence. Then the texts were selected for analysis. We have divided them into small syntactic units, which are a unit of research. The next step was to prepare tabular matrices. They were compiled in accordance with two speech plans of hidden strategies. Here we indicated the presence of a specific speech signal in each strategy (certain/uncertain). Further, a quantitative analysis of the obtained data was carried out. The results of this analysis were recorded in diagrams. The final step

was the interpretation of speech portraits of the impact taking into account the studied hidden strategies. Actualizing the markers of the hidden speech influencing strategy of "certain/uncertain behavior of the author in a speech event", the author shows his speech habits. By the frequency of updating the data, we judge confidence, determination or, conversely, uncertainty, indecision as individual qualities of the author. An orator is a person who masterfully owns the art of rhetoric. He is distinguished by his eloquence, rich vocabulary, lack of excitement during speeches and the ability to hold the public's attention for a long time. A professional speaker is someone who knows different techniques and achieves complete mutual understanding with the audience. Only a subtle, complex, and self-confident person can do this.

A high rate of actualization of the categorical statement plan is observed in the speech of the author under study. At the same time, the author presents his confidence in various ways of speech influence. He chooses both lexical and syntactic tactics of influence – modal words, modal verbs, pronouns, inversion, rhetorical question, repetition, direct address etc. It should be said that self-confidence, assertiveness helps the speaker under study to cope with difficult situations that stand on the professional path.

Our material (table 1) shows that Barack Obama most often uses markers of "confident" speech behavior in his speeches (74.7%). It should be noted that the difference between the US President's use of these two plans is quite large. These results indicate the author's confidence, determination, categoricity. Confident, determined people are able to make and implement quick, informed and firm decisions. They think deeply and comprehensively about the goals of their actions and how to achieve them. This also suggests that the author may be a little self-confident and imposes his subjective opinion and a clear fixed position on potential voters.

5 Conclusion

Thus, the existing approaches to ecological discourse emphasize its social significance, which corresponds to the general nature of discourse as a socially conditioned phenomenon. As can be seen from our research, Barack Obama uses lexical and syntactic markers in his speeches. To ensure the reliability of the results of the study, quite voluminous speech works were considered, namely election texts and oral speeches of Barack Obama for 2008 and 2012, as well as his inaugural speech of 2009. In this paper, the analysis was carried out by a continuous sampling method, where lexical and syntactic markers of confident behavior were selected.

The analysis is based on the speech strategy of "certain/uncertain behavior of the author in a speech event". The predominance of actualizers in a particular plan is associated with the strong-willed qualities of a person. The frequent use of speech signals of the categorical statement plan indicates the author's confidence. The dominance of the non-categorical statement plan actualizers in speech indicates the author's uncertainty. The main means of influence were analyzed at the lexical and syntactic levels and illustrated with examples from the election speeches of 2008 and 2012, and the inaugural speech.

As our research has shown, Barack Obama's speech signals of confidence are more common than signals of uncertainty (see Table1. The results of the diagnosis of Barack Obama's speech behavior) Frequent use of lexical markers such as modal verbs (47%) indicates that the president is a confident person and uses confidence markers as an influence on the audience. It can be assumed that the author has such strong-willed qualities as initiative, independence, determination, perseverance, endurance. As for syntactic markers, the politician most often uses repetitions in his speeches (37%). This syntactic marker is definitely an integral part of Barack Obama's speeches, as it helps to influence the audience. Using the example of Barak's speech analysis, we traced that his speech impact

did not change dramatically during all the election campaigns. In his speeches, the politician demonstrates a variety of syntactic and lexical techniques of information. Thus, Barack Obama, in the course of his political career, showed himself not only as an eloquent politician with the gift of persuasion and able to ignite any audience, but also demonstrated his political views, forcing the audience to believe in the rightness and sincerity of his statements [21-26].

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